

Fiscal Highlights

Tourism and "The Mighty Five" - Andrea Wilko

Utah's travel and tourism industry is extremely diverse including natural, cultural, and historical assets. According to the Office of Tourism the state has 14 ski resorts, 5 national parks, 7 national monuments, and 43 state parks.

Because of this diversity, Utah's tourism and travel sector experienced continued economic growth in 2015, including increases in state and local tourism-related tax revenues, leisure and hospitality sales, tourism-related jobs and wages, and a record number of visitors to Utah's five national parks. The most recent year-end estimates on travel statistics are for 2014 and highlights are listed below:

- Tourists and travelers spent \$7.8 billion in the Utah economy during 2014.
- In 2014, Utah's tourism industry supported an estimated 137,192 total jobs in the Utah economy.
- Between 2010 and 2014, tourism-related jobs and wages increased 10 percent and 21 percent, respectively.

In 2014 and 2015 the Office of Tourism developed the "Road to Mighty" ad campaign and "The Mighty Five" campaign. These campaigns have been targeted to promote the national and state parks available in Utah. In the May Executive Appropriations Committee the Office of Tourism detailed the initial success of the "The Mighty Five" campaign. Preliminary measures show visits to the parks up based on the information provided to the committee. (See Chart Below) "The Road to Mighty" campaign is still in the initial stages. When they report next year the office hopes to be able to report the same success.

Utah "Mighty 5" visitation 1990-2014

Visitation to Zion, Bryce Canyon, Arches, Capitol Reef and Canyonlands National Parks has steadily climbed over the past 25 years. The parks, considered Utah's "Mighty 5," all shared a spike from 2013 to 2014.

